

IN THE CLAIMS

Kindly amend the claims as follows:

1. (Currently amended) A ferrite magnet powder represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, characterized in that  $0.30 \leq x \leq 0.70$ ,  
 $1.5 \leq a \leq 2.2$ , and  
 $12 \leq b \leq 17$ , and  
the ferrite magnet powder has a saturation magnetization of 5.0 kG or more.
2. (Original) The ferrite magnet powder according to claim 1 characterized in that a crystal phase identified by X-ray diffraction comprises a W phase as a main phase.
3. (Cancelled)
4. (Original) The ferrite magnetic powder according to claim 1, characterized in that  $1.7 \leq a \leq 2.2$  in said composition formula.
5. (Original) The ferrite magnetic powder according to claim 1, characterized in that  $14 \leq b \leq 17$  in said composition formula.

6. (Original) The ferrite magnetic powder according to claim 1, characterized in that said M is Zn.

7. (Cancelled)

8. (Original) The ferrite magnetic powder according to claim 1, characterized in that said ferrite magnet powder has a saturation magnetization of 5.1 kG or more.

9. (Currently amended) A sintered magnet represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni,

characterized in that  $0.30 \leq x \leq 0.70$ ,

$1.5 \leq a \leq 2.2$ , and

$12 \leq b \leq 17$ , and

the sintered magnet has a saturation magnetization of 5.0 kG or more.

10. (Cancelled)

11. (Previously presented) The sintered magnet according to claim 9, characterized in that said sintered magnet has a saturation magnetization of 5.1 kG or more.

12. (Currently amended) The sintered magnet according to claim 9, characterized in that said sintered magnet has a ~~saturation magnetization of 5.0 kG or more and~~ a squareness of 80% or more.

13. (Currently amended) The sintered magnet according to claim 9, characterized in that said sintered magnet has a ~~saturation magnetization of 5.0 kG or more and~~ a residual magnetic flux density of 4.2 kG more.

14. (Previously presented) The sintered magnet according to claim 9, characterized in that said element M is Zn.

15. (Previously presented) The sintered magnet according to claim 9, characterized in that said element A is Sr.

16. (Previously presented) The sintered magnet according to claim 9, characterized in that said element A is Sr and Ba.

17. (Currently amended) A bonded magnet comprising:  
a ferrite magnet powder represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and wherein  $0.30 \leq x \leq 0.70$ ,  $1.5 \leq a \leq 2.2$ , and  $12 \leq b \leq 17$ : and a resin phase that disperses and retains said ferrite magnet powder, and the bonded magnet has a saturation magnetization of 5.0 kG or more.

18. (Currently amended) A magnetic recording medium comprising a substrate and a magnetic layer formed on said substrate,

characterized in that said magnetic layer has a ferrite structure

represented by the composition formula  $AFe^{2+}_{a(1-x)}M_{ax}Fe^{3+}_bO_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni,

and wherein  $0.30 \leq x \leq 0.70$ ,  $1.5 \leq a \leq 2.2$ , and  $12 \leq b \leq 17$ , and  
the magnetic layer has a saturation magnetization of 5.0 kG or more.

19. (Original) The magnetic recording medium according to claim 18,

characterized in that said magnetic layer has a saturation magnetization of 5.2 kG or more.

20. (Original) The magnetic recording medium according to claim 18,

characterized in that said M is Zn and said magnetic layer has a saturation magnetization of 5.2 kG or more and a residual magnetic flux density of 4.5 kG or more.